POP REFERENCE GUIDE

Nintendo®

Updated 1/18/08

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CURRENT POP

Typical items in a contemporary launch

Dangler

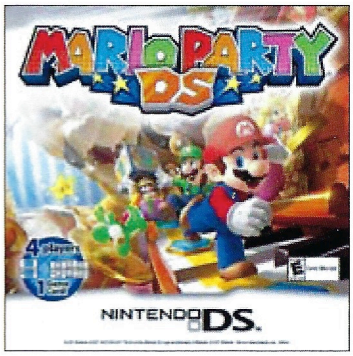
Tbar
6.5"w X 10.5"h

Twist
4"w X 9.5"h

Placed on wire racks by NMI at:

- Fred Meyer
- Fry's
- GameStop
- Transworld

Static Cling



Software
6"w X 6"h

Placed at:

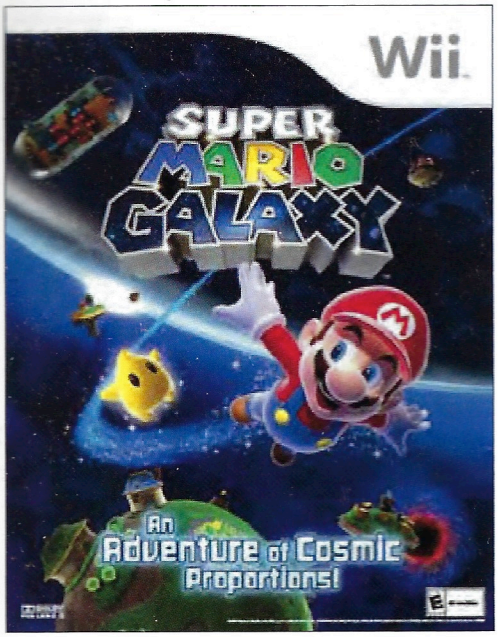
- Meijer
- Target

DS Download
6"w X 6"h

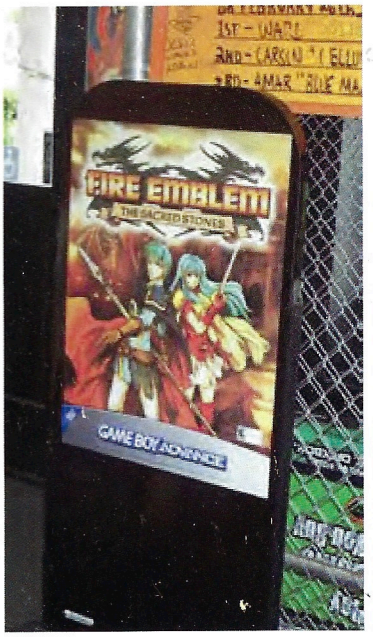
Placed at:

- Wal-Mart
- Target

Poster



22"w X 28"h



Placed at:

- Circuit City (in tripper stands)
- Distributors
- Other accounts that can use posters in stands, on walls, etc.

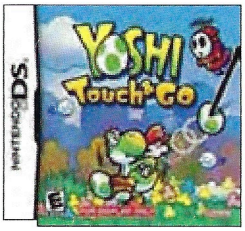
Static Poster

Size varies:
22"w X 28"h
15"w X 20"h
11"w X 17"h

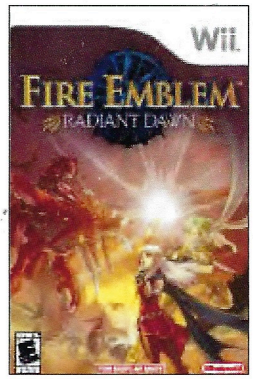
Placed on walls or windows at:

- Game Crazy
- GameStop
- Toys R Us

Small Display Box



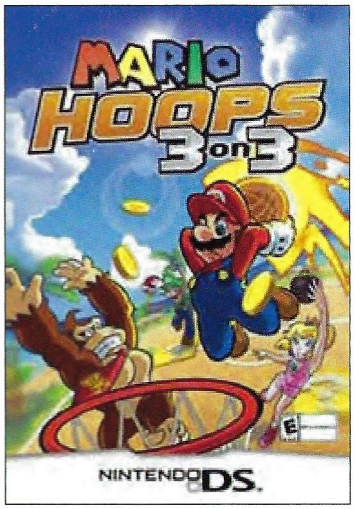
DS
5.25"w X 4.75"h



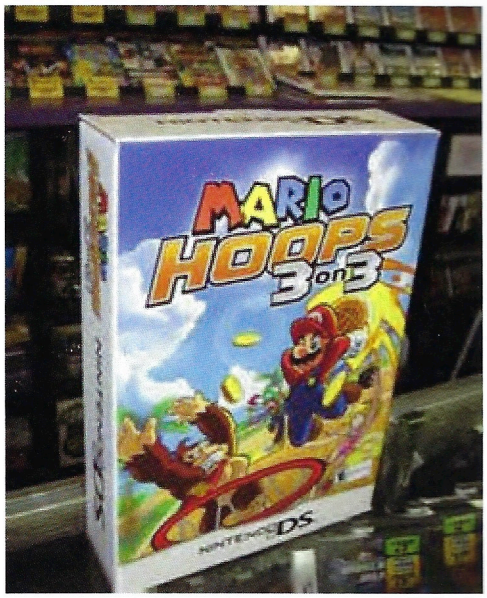
Wii
5.25"w X 7.5"h X 0.5"d

Placed at:
- GameStop

Petite Display Box



8"w X 11.5"h X 2.5"d



Placed by NMI

Medium Display Box

13″w X 18″h X 3.5″d

Placed at:
- Game Crazy
- GameStop

Deluxe Medium Display Box

13″w X 18″h X 4″d

Placed at:
- Fred Meyer
- Game Crazy
- GameStop
- Transworld

Shroud

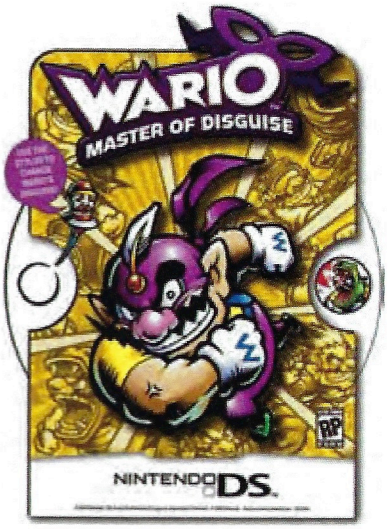
Fred Meyer
21.5"w X 30"h X 2.8"d

Wal-Mart
36"w X 53"h

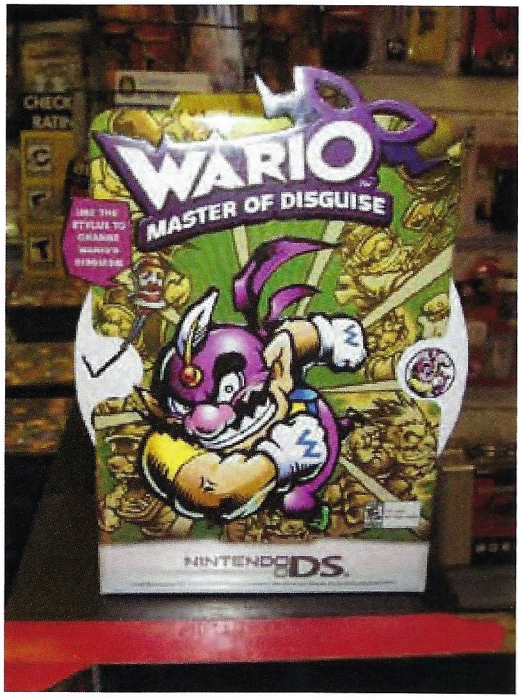
Provide art only

Typically placed two weeks prior to a release

Counter Card

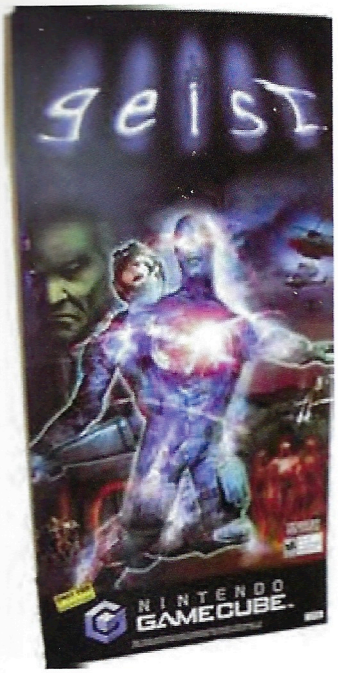


Size varies:
approx. 10"w X 15"h X 4"d



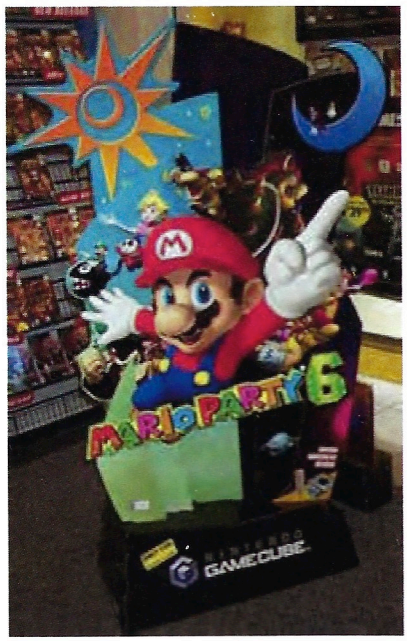
Placed at:
- Game Crazy
- GameStop

Standee



Basic
29"w X 60"h X 24"d

Deluxe
29"w X 60"h X 30"d



Placed at:
- Game Crazy
- GameStop

Mini Standee

15"w X 31"h X 9"d

Placed at:
- Game Crazy
- GameStop

Stacking Boxes

13.75" boxes

Set of 3 pieces

Placed at:
- Fry's
- Game Crazy
- GameStop

Floor Graphic

25"w X 20"h

Placed at:
- Game Crazy
- Toys R Us

Shelf Sign

Size varies

Placed by NMI

Character Set

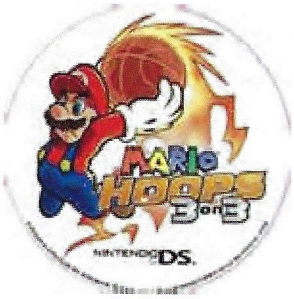
Size varies:
approx. 10"w X 16"h

Set of 1-3 pieces

Placed on walls or other flat surfaces at:

- Game Crazy
- GameStop
- Toys R Us

Button



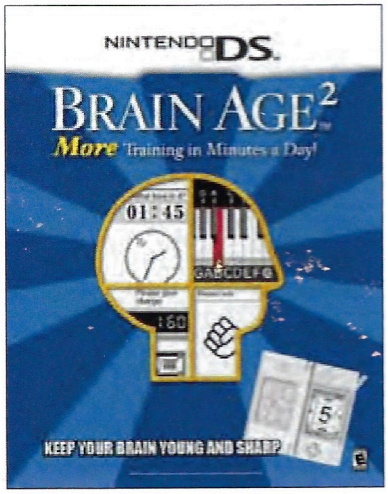
Standard
3"w X 3"h

Button Set
Size varies:
approx. 1.25"w X 1.25" h

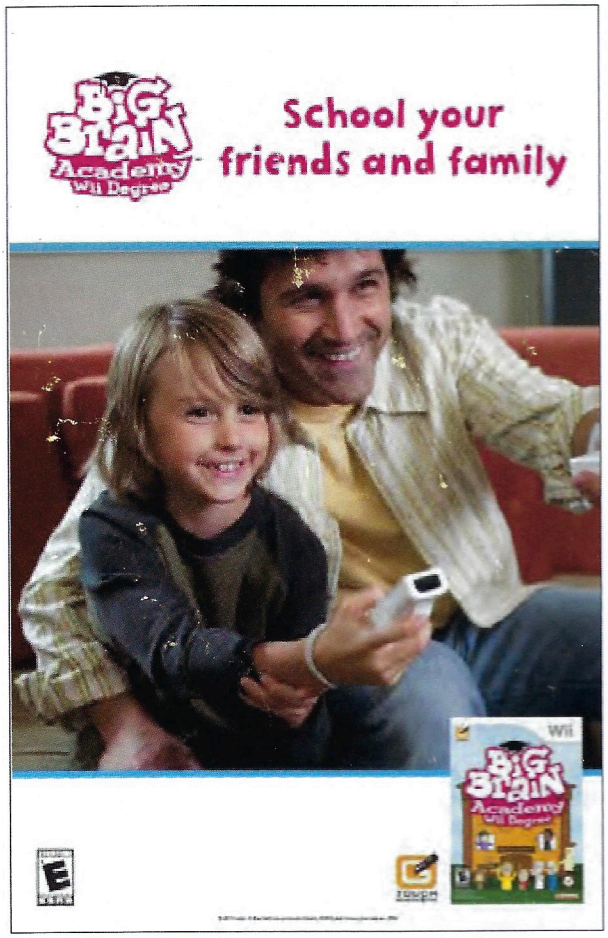
Placed at:
- Meijer
- Toys R Us
- Wal-Mart

Portal End Cap—Hollywood Video

3-Tier Posters—Toys R Us



GBO Poster—Toys R Us



Prepacks

- Larger campaigns
- Hold live sell product or display boxes
- Sizes vary, based on accounts' requests

Counter Prepack

Usually placed at:
- Game Crazy
- GameStop

Single-Tiered Tray Prepack

Usually placed at:
- GameStop
- Wal-Mart

Double-Tiered Tray Prepack

Usually placed at:
- Wal-Mart

Floor Prepack

Usually placed at:
- Circuit City

Deluxe Prepack

Size varies: approx. 24"w X 60" h X 24"d

Usually placed at:
- Circuit City

Sidekick Prepack

Usually placed at:
- Toys R Us

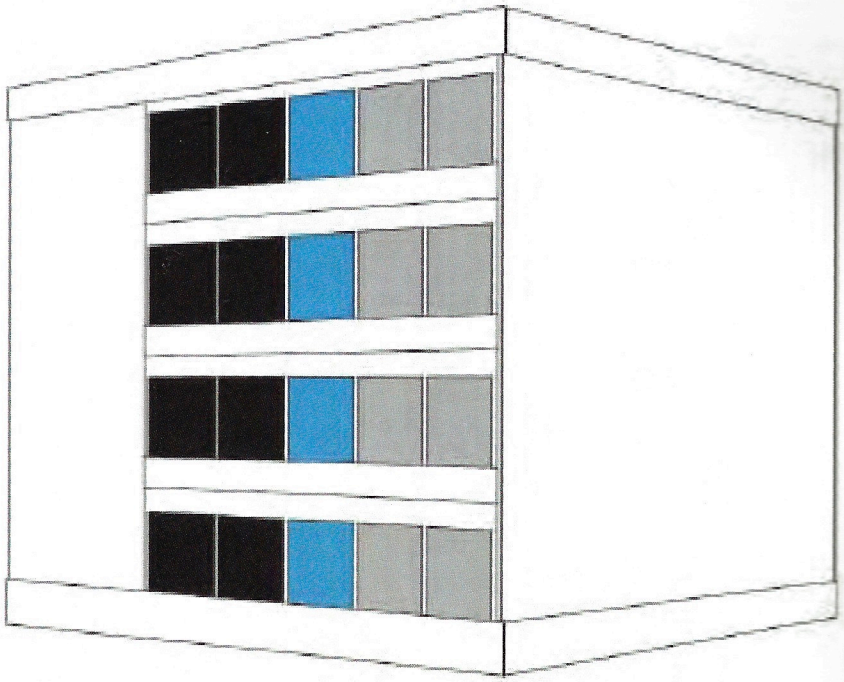
Branding POP

- Can be produced to work for any account

Half Pallet

48"w X 41" h X 20"d

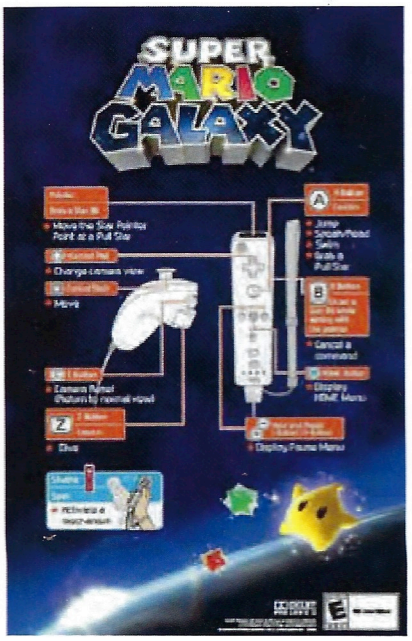
Full Pallet



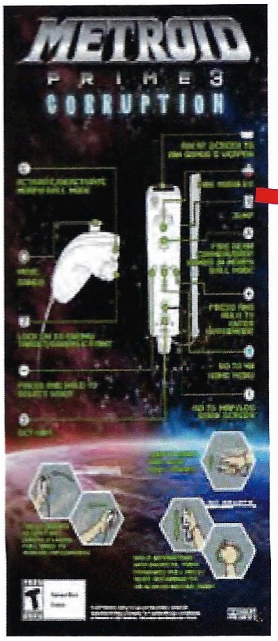
48"w X 42" h X 40"d

WII INTERACTIVE POP

Interactive Graphic

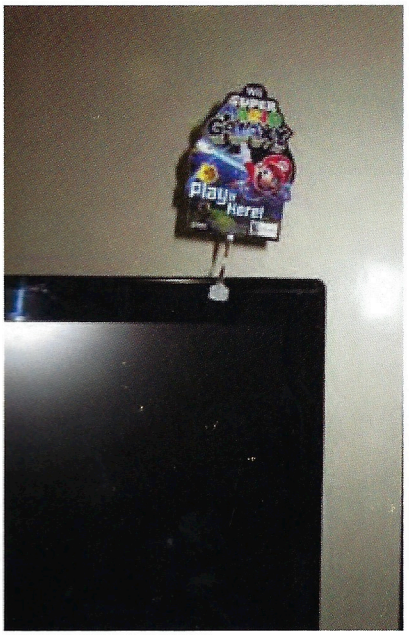


Best Buy



GameStop

Snipe



Placed at:

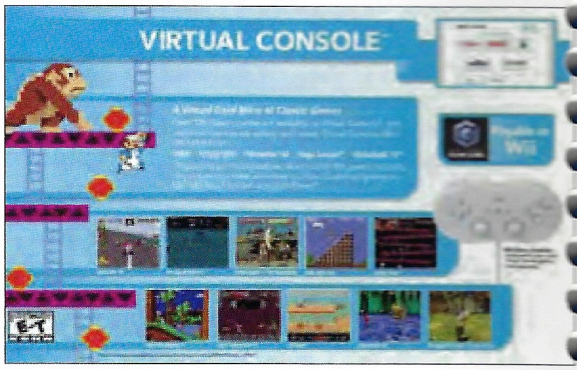
- Game Crazy

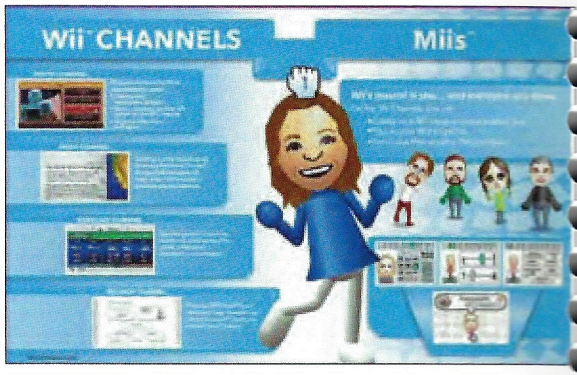
WII POP PROGRAMS

Items are updated periodically depending on launch/retailer

End Cap

End Cap Graphics





Placed at:
- Best Buy
- Meijer
- Toys R Us

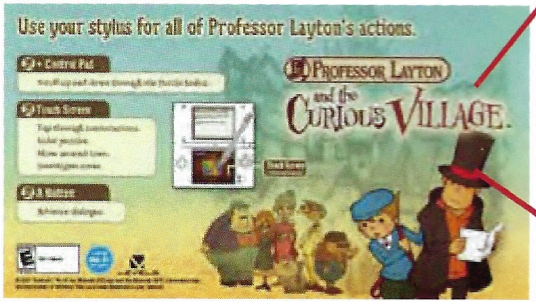
Educational Hub

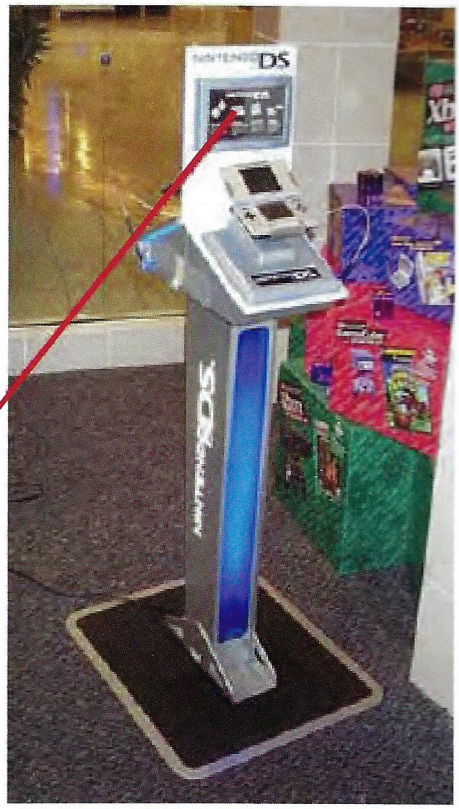
Placed at:

- Toys R Us

DS INTERACTIVE POP

Floor/Counter Interactive Graphic





Placed at:
- GameStop

Placed at:
- Circuit City
- Fry's

Inline Interactive Graphic

Placed on Inline Interactives (right graphic only) at:

- Game Crazy
- Meijer
- Shopko
- Target
- Toys R Us
- Wal-Mart

Dual Inline Interactive Graphic

Placed on Dual Inline Interactives at:

- GameStop

DS DOWNLOAD POP PROGRAMS

Items are updated periodically depending on launch/retailer

Static Cling

6"w X 6"h

Wal-Mart

Target

Placed at:
- Target
- Wal-Mart

Instruction Card

3.5"w X 2"h

Placed at:
- Circuit City
- Fry's
- Game Crazy
- GameStop
- Toys R Us

Floor Mat

30"w X 24"h

Placed at:
- GameStop

Static Display

Logo Graphic

Instruction Graphic

Channel Graphic Insert

4"w X 16"h

Placed by NMI at:

- Circuit City
- Fry's
- Game Crazy
- GameStop
- Toys R Us